



M A R C H 2 0 1 0

Come see us at the 2010 Myrtle Beach Food Show

If you weren't able to make the Charleston Food Show in early February you have another chance to experience all the creativity, value and excitement that Sysco Columbia has to offer at the Myrtle Beach Food Show. If you're in the area or are ready for a short road trip to Myrtle Beach join us Wednesday, March 31st from 10 am – 5 pm at the Myrtle Beach Convention Center.

The Myrtle Beach show, like all our food shows, will focus on providing solutions to help our customers succeed by showcasing new products, new uses for existing products and current trends to keep you on the cutting edge of the industry. However, the Myrtle Beach Food Show is timed to help our customers in the area build momentum for success in the upcoming vacation season.

"Our customers will be able to interact directly with members of our sales force who have recently completed training to acquire information, knowledge and value that other companies just don't provide," says Jim Saunders, Director of Marketing at Sysco Columbia. "At this show we will also offer loads of cost effective, even free, marketing tools designed to bring more customers in. Some are so simple they are often overlooked, like welcoming customers with sidewalk chalk outside your restaurant and even personalizing it for your regulars you know by name. This is just one example of how you can strengthen relationships with your customers to keep them coming back to you instead of to the big chains."

Speaking of marketing tips, as in past shows we'll be providing an additional valuable and complimentary marketing seminar from a leading industry expert for our customers designed to help you increase business and profits. Your Sysco marketing associate will soon have more details. In addition to products, new and interesting services will also be represented including many of our iCare partners such as Coastal Biodiesel, and Coastal Uncorked, an event that promotes the hospitality industry to boost interest in the Myrtle Beach area.

One other new thing to watch for is increased focus on Sysco branded products that provide extra value for our customers. "We offer a very wide range of high quality Sysco branded product and believe the price to value comparison far exceeds that of any other national branded product," says Saunders. "At the Myrtle Beach Food Show you will have the opportunity to see new and different uses for these great products that can really impact your bottom line."

Although the focus of this show is the Myrtle Beach market, any and all customers and prospects are invited to attend this unique and free event. See your Sysco Columbia marketing associate for more information and we hope to see you on March 31st!

Culinary Word of the Month

Artisanal (Ar TEE zan ull) – Products produced in small batches using traditional methods to ensure high quality such as artisanal breads, cheeses, olive oils or even wines.